

**Present:** Hans Brandal, Vice-Chair; John Coney; Ray Day, Jr.; John Jensen; Sandy Paul-Lyle; Holly Plackett; Mike Taylor

**Excused:** Andy Bennett; Dave Elliott; Anirudh Sahni, Chair; Joan Sells

**Absent:** Dwight Baker

**Guests:** Tina Shereen

**Staff:** Barbara de Michele, Community Relations Planner; Arthur Thornbury, council staff; Bob Virkelyst, manager of Metro's Marketing Section

Vice Chair Hans Brandal opened the meeting at 6:05 p.m.

### **Regional Transit Committee**

Council staff Arthur Thornbury addressed the group, saying that the RTC had created the TAC and continues to be very interested in its recommendations and comments. He thinks that 2006 will be a "watershed year for transit policy planning," including such documents as the Long-Range Policy Framework, Mission and Goals, the updated Six Year Plan, the Operational Master Plan, the Facilities Master Plan and the Capital Improvement Plan (CIP). The Metro Council adopted the Long-Range Policy Framework in 1993 prior to the merger between Metro and King County. Other areas not addressed or clearly defined by current policy include: sub-area boundaries, Transit Now components such as Bus Rapid Transit, corridors, and developing areas, waivers for the 20/40/40 policy, capital investments, sub-area equity threshold (currently at 200,000 hours, which may not be adequate to address west and south area concerns), transit-oriented development, waterborne transit, waterfront streetcar, and security/emergency management. The Regional Transit Committee will develop a strategy for addressing each planning element, and will want the TAC to participate and provide feedback as it works throughout 2007.

### **Marketing Report**

Bob Virkelyst provided a comprehensive report on the marketing accomplishments for 2006. The marketing section did not receive an increase in funding for 2006 or 2007. However, the marketing group and the General Manager are asking each Metro work group to incorporate marketing strategies into its overall program, so that "telling the good news about Metro" becomes layered throughout the agency. Virkelyst said that Metro's new tagline, "We'll get you there," has been well received and used in numerous ways. In South King County, a comprehensive marketing approach combined with new and improved routes produced a ridership increase well above 25%. Virkelyst showed the group a pilot bus stop sign. Coney said that the typography should be much larger, readable in the dark and from "down the street." Virkelyst promised to return to the group with the results of the pilot program.

**Letter to Councilmember Jan Drago**

The group unanimously adopted a letter to Seattle City Councilmember Jan Drago, requesting re-consideration of advertising on Seattle-area bus shelters. (See attached).

**Increased Bus Shelters**

De Michele reported that the Council adopted a budget proviso calling for an increase in annual bus shelter installations from 70 to 100, and asking Metro to prepare a report on bus shelter advertising. She credited the TAC with these two accomplishments, saying that the proviso wording was very similar to the letter of support sent to the Council by the TAC in September.

**Retreat Discussion**

The TAC discussed topics of concern that could be addressed by Kevin Desmond at the January retreat. These include:

- Security/Emergency Preparedness
- Signage
- Metro's website – needs to be downloadable, printable, and updated often
- Orca – have there been problems delaying the test and implementation?
- Bus shelter advertising
- Has Metro deferred maintenance? With what consequence?
- Foul weather planning – what's the policy, who's in charge?
- Will there be public input on the BRT corridors?
- How much "double coverage" is there between Metro and Sound Transit routes?
- What differences has Kevin seen in the south/Kent/Auburn areas as a result of the last Sounding Board? Has it been positive or negative?

**Vice-Chair**

Mike Taylor was elected as vice-chair and will serve as chair in April, May and June of 2007.

**Adjournment**

Brandal adjourned the meeting at 8:10 p.m.

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**King County**



**King County**

**Department of Transportation**

**Community Relations**

KSC-TR-0824

201 South Jackson Street

Seattle, WA 98104-3856

The Honorable Jan Drago, Chair of the Transportation Committee  
Seattle City Council  
Seattle City Hall  
PO Box 34025  
Seattle, WA 98124-4025

Dear Councilmember Drago:

The King County Transit Advisory Committee (TAC), an appointed County board drawn from King County Metro Transit riders, thanks you for meeting with the Committee on September 12, 2006. Our discussion served to further align the mutual interests shared by Seattle and King County. One item of particular interest is increased funding for bus shelters and lighting through commercial advertising.

The King County Transit Advisory Committee respectfully requests that you and your Seattle City Council colleagues study the potential for Seattle to join with Metro Transit in placing revenue-generating, tasteful advertising panels on Seattle-area Metro Transit bus shelters.

Our committee has researched the use of bus shelter advertising in municipal locations within the United States and internationally. We have learned that municipalities can tightly control advertising content and images, while striking revenue deals that greatly enhance the ability to provide shelters and another important customer amenity, signage. Given the urgent need to upgrade customer service and amenities during the coming decade, the King County Transit Advisory Committee strongly favors the use of such advertising-enhanced revenue to increase the number, cleanliness and quality of bus shelters, adjacent lighting and informational signage within the City of Seattle.

In November voters passed Transit Now and Bridging the Gap. As we discussed with you, Metro Transit will provide a major transportation mode as Seattle and King County communities begin work on significant road and bridge improvement projects, including the Alaskan Way Viaduct and SR520. To attract maximum transit ridership, Metro needs to offer clean, safe, lighted, sheltered bus stops throughout the city and the county. Customer amenities will be as important as transit speed and reliability in attracting new riders. And yet we recognize the significant installation and maintenance costs associated with a dramatic increase in bus shelters.

Please feel free to call on us for further discussion of these and other topics of mutual interest for transit between Seattle and King County Metro. Several of the TAC members are also citizens of the City of Seattle and would be more than happy to meet with you to pursue this issue further.

Enclosed with this letter are a few examples of advertising uses in bus shelters. Again, our sincere appreciation for your meeting with us in September and the opportunity to dialogue with you on issues of potential mutual benefit.

Sincerely,

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Hans Brandal, Chair

King County Metro Transit Advisory Committee

Cc     The Honorable Ron Sims, King County Executive  
The Honorable Julia Patterson, Chair, Transportation Committee, King County Council  
The Honorable Reagan Dunn, Chair, Regional Transit Committee, King County Council  
Harold Taniguchi, Director, King County Department of Transportation  
Laurie Brown, Deputy Director, KCDOT  
Kevin Desmond, General Manager, Metro Transit Division, KCDOT  
Victor Obeso, Deputy General Manager, Metro Transit Division, KCDOT  
David Hull, Supervisor, Service Planning, Metro Transit Division, KCDOT  
Betty Gullede-Bennett, Manager, Community Relations and Communications, KCDOT



